







## WOMEN'S ENTREPRENEURSHIP AND LEADERSHIP PROGRAM (WEL)



### WEL Program Overview

The program is designed to achieve the following goals:

-  Increase the business and leadership skills of women entrepreneurs; Assist women through a theory-based and practical approach to learning;
-  Improve the understanding and perception of women's role in building entrepreneurial ventures and creating societal wealth;
-  Teach women entrepreneurs how to use and access resources;
-  Provide skills on how to build sustainable networks of support;
-  Transform women entrepreneurs into mentors who will pass the learning on to others, and;
-  Build a community of women and men who promote and support entrepreneurial activities.

The program will use an applied learning approach where students will be given the opportunity to immediately translate theoretical concepts into practical actions. A business plan workshop will be integrated throughout the program and used to facilitate the application of the content. The program will use a variety of teaching methods including: *self-assessments, case studies, role playing, skill-based learning labs, team activities, and coaching sessions* with mentors and advisors.

### Selection criteria

The Goldman Sachs WEL program is open to all women entrepreneurs who are citizens of any country in the Arab region. Competition for the Goldman Sachs WEL program is merit-based and open to anyone who:

- Is a female and a citizen of a country in the Arab Region
- Has a private business, or intends to have a private business (potential entrepreneurs)
- Is a recipient of an undergraduate degree (BA) or the equivalent in business from a recognized academic institution;
- Is proficient in written and spoken English;
- Demonstrates financial need;
- Demonstrates maturity, flexibility and suitability to operate successfully in the program. Leadership potential and a commitment to professional growth are also important criteria;
- Is able to travel to Cairo, Egypt and can reside for the duration of the program

Complete applications (including financial application form) and supporting documents should be sent by February 20<sup>th</sup>, 2009 to:

**Shaimaa ElBana, Senior Training Specialist** either by email: [welapply@aucegypt.edu](mailto:welapply@aucegypt.edu) or to the following address: The American University in Cairo, New Cairo 11835, School of Business, Economics and Communications (BEC Building), second floor, Room # 2076.